

REMARKS

Claims 1-7, 15-17, 48, and 49 remain in the application with claims 1, 3, 48, and 49 having been amended hereby and claim 47 having been canceled, without prejudice or disclaimer.

Reconsideration is respectfully requested of the rejection of claims 1-5, 7, 15-17, and 47-49 under 35 USC 103, as being unpatentable over Gerba et al. in view of Kurokawa.

As previously noted Gerba et al. discloses a user screen separated into a plurality of screen areas with a visual indicator or overlay provided to permit the user to select information from the screen areas.

Kurokawa is cited for showing the superimposition of a child screen on a main screen and Kurokawa discloses superimposing at least two or more image signals as child screens on the main screen. The compression ratio of the child screen region is different than that of the other or overall image regions.

A feature of the present invention is the provision to a user of a system to make a selection of a consumer commodity during the display of the program material and storing this selection, all the while continuing to watch the program being displayed. Thus, the user selects a consumer commodity while the program is being reproduced on the displaying portion and information about the selected commodity is stored. The user may want to buy such consumer commodity that appears while the program is being reproduced but does not want to be interrupted in his viewing of the program material. Thus, according to the present invention, the information that the user selects while

the program is being reproduced is stored and the user can then get information about the commodity that he has selected after he has watched the program and may then buy that commodity.

Claim 1 has been amended hereby to emphasize the above-noted feature of the present invention.

It is respectfully submitted that neither Gerba et al. nor Kurokawa show or suggest the feature of the present invention involving storing information about the selected one of the plurality of consumer commodities while watching the program data being displayed, for subsequent use in purchasing the consumer commodity.

Reconsideration is respectfully requested of the rejection of claims 6 and 47-49 under 35 USC 103, as being unpatentable over Gerba et al. and Kurokawa and further in view of Burke.

As noted hereinabove, a feature of the present invention is the storing of the information about the selected one of the plurality of consumer commodities being displayed, all the while continuing to watch the reproduced program.

Burke is cited for showing a method having the step of storing information related to a consumer commodity when one of the plurality of consumer commodities is selected.

It is respectfully submitted that in fact Burke does not disclose anything concerning storing information about a consumer commodity while the user views a reproduced program, as in the present invention. As stated in Burke, a product file stores product information which may be presented to a consumer in order to allow the consumer to purchase a product. Nothing is said

concerning continuing to view the program while storing information about a consumer commodity for later use in making a purchase.

Burke further states that an indication of the purchased product along with its original location on the shelf is stored on a stack in memory of the multi-server computer.

Once again, it is respectfully noted that Burke does not disclose the feature of the present invention concerning storing information about a selected one of the plurality of consumer commodities displayed on a displaying device all the while continuing to display the reproduced program on the display unit, as taught by the present invention and as recited in amended claim 1.

Accordingly, it is respectfully submitted that a method for displaying a program material as well as permitting the user to select consumer commodities from the displayed program material and storing the selected commodities for subsequent purchase, as taught by the present invention and as recited in the amended claims, is neither shown nor suggested in the cited references, alone or in combination.

Entry of this amendment is earnestly solicited and it is respectfully submitted that this amendment raises no new issues requiring further consideration and/or search, because claim 47 included this feature of the present invention not shown in the prior and was already searched and considered in the previous Office Action.

Favorable reconsideration is earnestly solicited.

Respectfully submitted,
COOPER & DUNHAM, LLP

A handwritten signature in black ink, reading "Jay H. Maioli". The signature is written in a cursive, flowing style.

Jay H. Maioli
Reg. No. 27,213

JHM:tb